

News Release



Juliana Ernst new Head of Media Relations at BASF

Ludwigshafen, Germany – January 12, 2017 – Effective March 1, 2017, Juliana Ernst (46) will become Head of Media Relations, BASF Group, based in Ludwigshafen. She succeeds Jennifer Moore-Braun (45) who will become Head of Channel Management, responsible for BASF's corporate internet and intranet sites and social media platforms.

Ernst studied history and German in Tübingen, Germany, and Aix-en-Provence, France. She joined BASF in 1999 as a communications trainee with the Coatings division in Münster. Since 2001, she has held various Corporate Communications roles and also served as a change management expert for a global Human Resources project. From 2012 until 2013, Ernst served as Deputy Head of Media Relations BASF Group. Since 2013, she has worked at BASF China, based in Shanghai, where her responsibilities included innovation communication in Asia. Ernst has been Head of Corporate Affairs BASF Greater China since 2014.

Moore-Braun studied business administration, political science and German in Canada before joining the BASF Finance team in 1999. She moved to Corporate Communications in 2000 and has worked in media relations in Ludwigshafen and Hong Kong. From 2006 until 2009 Moore-Braun served as Head of Media Relations Europe. From 2009 until 2012 she was Deputy Head of Corporate Media Relations BASF Group. She was named Head of Media Relations BASF Group in 2012.

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Joseph Jones
Phone: +49 621 60-99223
joseph.m.jones@basf.com

BASF SE
67056 Ludwigshafen
Phone: +49 621 60-0
<http://www.basf.com>
Media Relations
Phone: +49 621 60-20916
Fax: +49 621 60-92693
presse.kontakt@basf.com

Photos can be found on the internet under:

<https://www.basf.com/en/company/news-and-media/news-releases/2017/01/p-17-100.html>

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.